



Month			JAN	FEB	MARCH	APRIL	MAY	JUNE	Impressions	TOTALS
Week			31 7 14 21	28 4 11 18	25 4 11 18 25 1	8 15 22	29 6 13 20	27 3 10 17 24		
Phase I										
Travelocity										
Native Ads										
Travelocity Spring Training Landing Page - Added Value	Custom Page Images/Content	2/15/13-3/30/13		<div><div></div></div> \$0						\$0
Home Page - Super Promo Geo: Chicago, Denver, Los Angeles, San Diego, San Francisco & Seattle	342x296	2/15/13-3/15/13		<div><div>237,500</div><div>\$4,750</div></div>					237,500	\$4,750
Vacation Front Door - Super Promo Geo: Chicago, Denver, Los Angeles, San Diego, San Francisco & Seattle	558x262	2/15/13-3/15/13		<div><div>80,000</div><div>\$2,000</div></div>					80,000	\$2,000
AOT Custom Landing Page Inclusive of 160x600	Updates to Custom AOT Landing Page 160x600	2/15/13-3/30/13		<div><div></div></div> \$0						\$0
Marquee Waitscreen Search Path Arizona or Origination Market Chicago, Denver, Los Angeles, San Diego, San Francisco & Seattle	900x700	2/15/13-3/15/13		<div><div>150,000</div><div>\$3,000</div></div>					150,000	\$3,000
Display Media										
Run of AZ Confirmation Page Chicago, Denver, Los Angeles, San Diego, San Francisco & Seattle	728x90, 160x600	2/8/13-3/15/13		<div><div>50,000</div><div>\$550</div></div>					50,000	\$550
Run of Arizona Search Results	728x90, 160x600	2/8/13-3/15/13		<div><div>881,818</div><div>\$9,700</div></div>					881,818	\$9,700
Impressions			0	1,399,318	-	0	0	0	1,399,318	
Total Cost			\$0	\$20,000	\$0	\$0	\$0	\$0		\$20,000
Google Display										
Contextual Targeting Match to keywords related to Spring Training United States (Total Audience Potential 25.9 million)	160x600, 728x90, 300x250 CPM	2/4/13-3/15/13		<div><div></div></div> \$5,000						\$5,000
Interest & Contextual	160x600, 728x90, 300x250 CPC	2/4/13-3/15/13		<div><div></div></div> \$5,000						\$5,000
Total Cost			\$0	\$10,000	\$0	\$0	\$0	\$0		\$10,000
Google Search										
Homepage Target City Searching for Spring Training outside of Arizona or Cactus League Teams	Search Ads	2/4/13-3/15/13		<div><div></div></div> \$5,000						\$5,000
Total Cost			\$0	\$5,000	\$0	\$0	\$0	\$0		\$5,000
Facebook										
Targeting Out of State Fans of Cactus League Teams	Marketplace Ads	2/4/13-3/15/13		<div><div></div></div> \$5,000						\$5,000
Total Cost			\$0	\$5,000	\$0	\$0	\$0	\$0		\$5,000
Phase 2										
Yelp										



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Week			31 7 14 21	28 4 11 18	25 4 11 18 25	1 8 15 22	29 6 13 20	27 3 10 17 24		
Run of Site Greater Phoenix DMA (Phoenix, Mesa, Scottsdale, Tempe, Glendale, Peoria)	970x66	3/1/13 - 3/30/13			240,000 \$2,400				240,000	\$2,400
Run of Site Greater Phoenix DMA (Phoenix, Mesa, Scottsdale, Tempe, Glendale, Peoria)	300x250	3/1/13 - 3/30/13			175,000 \$1,575				175,000	\$1,575
Run of Site Greater Phoenix DMA (Phoenix, Mesa, Scottsdale, Tempe, Glendale, Peoria)	728x90	3/1/13 - 3/30/13			141,000 \$1,410				141,000	\$1,410
Mobile Greater Phoenix DMA (Phoenix, Mesa, Scottsdale, Tempe, Glendale, Peoria)	300x50	3/1/13 - 3/30/13			184,600 \$4,615				184,600	\$4,615
Run of Site - Added Value (\$810) Greater Phoenix DMA (Phoenix, Mesa, Scottsdale, Tempe, Glendale, Peoria)	970x66, 300x250	3/1/13 - 3/30/13			81,000 \$0				81,000	\$0
Impressions			0	0	821,600	0	0	0	821,600	
Total Cost			\$0	\$0	\$10,000	\$0	\$0	\$0		\$10,000
Greystripe										
Smartphone Blended Static Targeting: Demo - Baby Boomers (40-60, \$100+) and Gen X'ers (30-40, \$75k+) Platform: iOS & Android; Device: 100% Touch Screen; Geo: Phoenix DMA Carrier: AT&T, Sprint, T-Mobile, Verizon; Content: 100% Premium Pub Content	320x50, 300x250	3/1/13 - 3/30/13			2,380,952 \$10,000				2,380,952	\$10,000
Smartphone Full Screen Static Targeting: Demo - Baby Boomers (40-60, \$100+) and Gen X'ers (30-40, \$75k+) Platform: iOS & Android; Device: 100% Touch Screen; Geo: Phoenix DMA Carrier: AT&T, Sprint, T-Mobile, Verizon; Content: 100% Premium Pub Content	320x480, 480x320	3/1/13 - 3/30/13			2,222,222 \$10,000				2,222,222	\$10,000
Smartphone Blended Static - Added Value (\$1,000)	320x50, 300x250	3/1/13 - 3/30/13			238,095 \$0				238,095	\$0
Smartphone Full Screen Static - Added Value (\$1,000)	320x480, 480x320	3/1/13 - 3/30/13			222,222 \$0				222,222	\$0
Impressions			0	0	5,063,491	0	0	0	5,063,491	
Total Cost			\$0	\$0	\$20,000	\$0	\$0	\$0		\$20,000
Google Search										
Target people in the greater Phoenix DMA Searching information about hotels, restaurants, spas, golf courses, shopping and more in the Phoenix area	Search Ads	2/22/13 - 3/30/13			\$4,881					\$4,881
Total Cost			\$0	\$4,881	\$0	\$0	\$0	\$0		\$4,881
Phase 1&2 Retargeting										
Retargeting	Display Ads 300x250,160x600,728x90	2/15/13-3/15/13 2/22/13 - 3/30/13			Phase I Phase II \$1,398					\$1,398
Total Cost			\$0	\$1,398	\$0	\$0	\$0	\$0		\$1,398
TOTAL IMPRESSIONS			-	1,399,318	5,885,091	-	-	-		7,284,409
ADSERVING COSTS			\$0	\$326	\$1,870	\$0	\$0	\$0		\$2,196
TOTAL BUDGET			\$0	\$46,605	\$31,870	\$0	\$0	\$0		\$78,475